

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT & COMPANY, INC.

Ad No. 3-3046 - 1975 Calendar Package - Reg. No. 97195 - J&W Brand - 8" x 11" - Drug Publications - 75 - 40

Printed in U.S.A.

# 1974



## More than two of every three additional cigarette sales you made last year were Philip Morris brands

In 1974, Philip Morris' total gain was more than twice that of the rest of the industry combined.

Growth like this means extra sales and profits for every Drug Store operator who keeps Philip Morris brands in stock at every location, all the time.

Check your weekly order. Make sure it's up to date with our growth.

### Here's the score\* for '74:

Gains in Domestic Cigarette Consumption Over 1973:  
Total Industry - 14.91 billion  
Philip Morris USA - 10.29 billion  
Rest of Industry - 4.62 billion

\*Source: Drug Store Industry, Research Councils, August 30, 1974. Excludes all other U.S. cigarette brands.

The Profit Makers come from **Philip Morris USA**



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